

THE GATEWAY

SPECIAL
EDITION

"You are living on borrowed time and must so live that you will be surely worthy to join your brothers in arms and your brothers in industry and do your part in fighting and winning the war and preserving those liberties for which America stands."
... from speech of the Hon. Harvey H. Bundy, special assistant to the Secretary of War, before the freshman class at Yale University, July 4, 1942.

University of Omaha, Omaha, Nebraska, Friday, August 7, 1942

Uni Meets War's Challenge



'No Discouragement,' Says President Haynes

The University of Omaha, along with many other institutions of higher learning, is cooperating fully in the nation's war effort.

A new acceleration of the academic program, special military courses, a full time army and navy pilot training program and an all-inclusive physical fitness program are just a few of the war innovations now to be found at Omaha university.

Only recently the university was named a full time C.P.T. army and navy training center. Fifty recruits are now receiving their ground school and flight instruction here. Originally one semester in length, the flying course is now reduced to eight weeks, with the government paying all instructional costs, board, room and transportation. Students interested in this new pilot training program may confer with Dean C. W. Helmstadter, Omaha coordinator.

Twelve Months' Schedule

For the duration of the war, the university will operate on a twelve months' schedule. The regular summer program this year was augmented with a full third semester of fourteen weeks. Many semester courses have been speeded up and condensed to seven weeks, enabling students to complete a normal year's work in some fields in a single semester. By taking advantage of the accelerated program today, a freshman can complete the regular four-year course in two years

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"I do not look upon the present as a time of discouragement," declared President Rowland Haynes in a Gateway interview recently.

President Haynes, who has had more than thirty-five years of experience in work with young people and their families, should be an authoritative source for such a statement, as he was in college and community work before, during and since World War One, coming to Nebraska some ten years ago as regional adviser, then field representative and finally state administrator for the Federal Emergency Relief administration. He has been



President Haynes

'Streamlined' Registration Can Be Completed in Less than One Day

Registration can easily be completed in less than a day by the new six-step procedure adopted last year.

Freshman registration days are September 11 and 12; upperclassmen register September 9 and 10. Complete directions are given, along with all necessary registration forms, at the office of the registrar, room 240. The registrar's office will also arrange students' appointments with the counselors.

In the office of the student's faculty adviser, he will fill out his program cards and secure the counselor's signature of approval. Certain students may be sent by their counselors to the dean of the college, either Dean Thompson or Dean Helmstadter; others need not secure the approval of the dean.

All new students must be photographed for the official records. These pictures are taken in room 274.

In room 248, office of the registrar, students will check class sections and employment form and fees will be assessed.

Payment of fees must be arranged in the office of the finance secretary, room 238, by 1:00 p. m., on Saturday, September 12. A late fee is charged if payment is not made before this deadline. Classes begin Monday, September 14.

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at the head of the University of Omaha since 1935, having taught previously at the University of Chicago and the University of Minnesota. During the first World War, he directed the New York War Camp Community Service, and later was director of Cleveland's recreation service. He was an official at the University of Chicago for four years before he became a relief administrator. Mr. Haynes, a Phi Beta Kappa, took his graduate work at Clark and Columbia universities.

Opportunities Today

"There is always opportunity for persons with daring and adaptability," the president went on. "This period of emergency, I believe, is analogous to that critical era when our grandparents and their parents were settling this part of the country. Each of them had to perform such necessary duties as clearing away forests and building houses, even though they may have had vocational interests and aptitudes of a widely different nature. However, we see that this experience did not stand in their way after their first years of pioneering, as success became the rule, both for the individuals and their communities."

Similarly, the president stated, young men and women who prepare themselves for active participation in the war or for specialized work in war industries will not find themselves handicapped by the

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The University of Omaha: Winter or Summer?

Night School Offers Complete Program For Working Students

Students who must work during the day need not go without the advantages of a college education.

Through the facilities of the school of adult education, E. M. Hosman, director, the University of Omaha offers a complete night school program. This program is intended primarily for men and women in downtown offices who desire to keep abreast of the times in their business and in education, and for students over the city whose jobs make it impossible for them to attend college during the day.

The school of adult education offers a full list of college courses, with course credit applicable on the two-year associate title and the bachelor's degree. For more complete information call the school of adult education.

Here's a rather unusual shot of the University of Omaha. At first glance it might seem that the picture had been taken after a wet-clinging snow storm, but actually Photographer John Murray took it on a hot Sunday afternoon, July 12th. He simply used an infra-red ray exposure. Omahans have a right to be proud of their municipal university with its beautiful new building and campus.

'Rushing' Opens U.'s Varied Social Year

The University's social year begins Monday, August 17, with two weeks of registration for girls planning to enter the university and who are interested in "pledging" a sorority, according to Roberta Green, inter-sorority council vice-president.

After registration, there will be two weeks' "rush season," beginning August 30. The following Monday, September 14, is "Silent

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Many Students Have Part-time Jobs to Help Finance Education

One-third to one-half of the students who will be attending the University of Omaha this fall will be financing all or part of their tuition through jobs either at the university or in down town offices, according to J. E. Woods, director of the placement and guidance office.

In the university itself, some of these students, working two to three hours a day, perform an important share of the university's work. Almost every office requires some student help. Students are assigned to these jobs by the university's guidance and placement office, and in every case an effort is made to place the student in a job where the experience he will get will be of benefit to him after leaving the university.

Students who apply for such em-

Freshmen will Register at the University September 11-12

To The June High School Graduates:

(Reprinted from the June, 1942, issue of Cosmopolitan)

Twenty-five years ago your father and mother faced the same problems that you face today.

The United States was at war. Boys and girls in their teens were talking of leaving school, of getting jobs in shipyards and munitions plants, of enlisting in the various services.

Then, as now, older heads knew that boys and girls had more immediate tasks.

They knew, as the President of the United States knows and has publicly stated, that continued, uninterrupted education is the first essential for young people.

Only through education and training can the young people of today become the leaders of thought and action tomorrow. Only through keeping on with preparatory school and college can they acquire the habits of mind that point to success in the future.

When the war is over, not our country alone but a whole world will need engineers, scientists, chemists, economists and teachers. Greater opportunities in every form of well-rewarded work than we have ever known will lie open to men and women who have spent their youthful years in acquiring knowledge.

The schools and colleges of America are better able today than at any previous point in their long and useful careers to give you sound mental and bodily training.

With vacations shortened and courses streamlined, a four-year college course can be taken in three years or less.

Let's not lose our American heritage! Go to college—somewhere!

Deans Interviewed for New Students

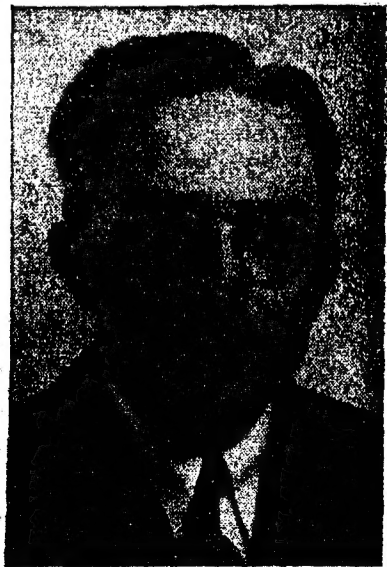
What are the advantages of a college education? What should the student expect to get from his college experience? Those questions and others are answered in the following interviews with the three deans of the University of Omaha. Dr. W. H. Thompson is the new dean of the arts college, Prof. John W. Lucas is the new dean of students. Dr. Carl W. Helmstadter is dean of the Applied Arts College.

THE COLLEGE OF ARTS AND SCIENCES

In these days when our country is struggling for victory, the importance of leadership has received a new emphasis. Young men and women of this generation will be charged with responsibilities which challenge the best in human personality.

In the years which lie ahead of us, young people of education, training, and intelligence will be needed as never before. The challenge to youth has never been greater in the history of the world. It is the trained and disciplined mind, the balanced personality in a sound body that will rise to meet the needs of civilization.

I congratulate the young men and women of this college generation upon their opportunities. I am sure that the faculties of our colleges will extend themselves to make possible the greatest benefits of our colleges.



Dean Thompson

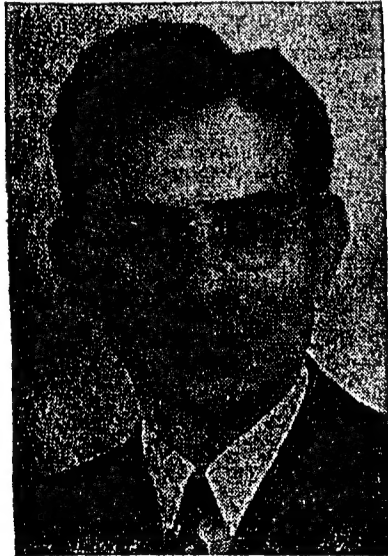
If I may speak a word for the college of arts and sciences, it will simply be this: since antiquity, the college of arts and sciences has been one of the chief instrumentalities of our civilization, and one of the outstanding inspirations of western cultures. Its production is in a large measure the values for which free men fight today. The arts college will not fail to serve us at this time.

W. H. Thompson, Dean

THE DEAN OF STUDENTS

You are coming to the University of Omaha to get an education. Upon the successful completion of a series of courses in a prescribed curriculum, you will receive a degree in your chosen field. To live well in the university environment, activities other than those of an academic nature should form an important part of your program.

University living embraces the total development of the student—personal, social and academic. Many of you could, no doubt, achieve this total development on your own initiative without outside guidance. To make certain, however, that students do not overlook



Dean Lucas

all the opportunities offered at Omaha university, an improved counseling program is in process of development. An assigned member of the faculty will advise with each individual and help him to plan an academic program best suited to his needs and objectives.

The dean of students and associate dean of students will always be available for consultation on your personal and social problems. We extend a cordial invitation to each of you to come in and get acquainted.

John W. Lucas, Dean

THE COLLEGE OF APPLIED ARTS AND SCIENCES

Although a college education is essential today, it is going to be in even greater demand in the future, in the opinion of Dr. C. W. Helmstadter, dean of applied arts college at the University of Omaha.

Dean Helmstadter bases this statement in part on questions that have been asked of recent Omaha university students who have been applying for jobs. One boy who had taken some industrial training at the university told the dean that "wherever I went to apply for a po-

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SURVEYORS 'LAB'

sition I was asked 'how much and what kind of college education I had completed!'

Thinking of the incoming freshman and his chances for success today, the applied arts dean emphasized that now is the time for young people to appraise the advantages of a college education in the light of present employment trends and their own interests and abilities.

"The college of applied arts and sciences at Omaha university offers a varied training program extending over four years in the field of business administration, business and engineering administration, nursing and teaching, plus two-year programs in accounting, aeronautics, assistant to dentists and physicians, drafting or me-



Dean Helmstadter

chanics, economics, education, engineering, home economics, journalism, marketing, recreation leadership and secretarial practice. These programs are planned to provide balance between cultural or liberal education and practical or vocational education," the dean said. "Associate titles are granted for the completion of the two-year programs."

Carl W. Helmstadter, Dean

Pres. Haynes . . .

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training or the work itself after the war is over. Experience has shown, Mr. Haynes emphasized, that people who are capable of adjusting themselves to meet changing conditions are the ones of whom success may be expected, whether they are engaged in winning a war or in making some business prosper.

"I like to compare education to sharpening an axe," Mr. Haynes smiled. "If there is quality steel in the axe, it will 'take' and 'hold' a good edge. Similarly, college can do much for young people who are capable of carrying on college work. I always remember what a successful friend once told me in discussing the value of education: 'I never learned anything for which I have not found later use.'"

Not Perfect Yet

President Haynes feels that education should not believe itself to have reached its apex of perfection where it can no longer be improved upon. "If young people have less time to spend on learning, it is up to education to accommodate them in this respect. It is now possible for us to determine more accurately than ever before just what will be essential for each individual, and the next step is to enable the individual to learn those essentials with greater economy of time."

GO TO COLLEGE OR ENLIST?

To present and prospective men students who are considering giving up college plans because of eminence of the draft:

In the eyes of the United States' armed forces, the most patriotic thing a student can do, and the way he can be of most service to his country in the war effort, is to go to college and stay in college as long as possible.

The federal government has made available a \$5,000,000 loan fund to help keep men in college.

The shortage of officer material is acute. All branches of the service—army, army air corps, navy, navy air corps, marines and coast guard—have jointly set up specific programs designed to get in and keep men in college. All of these programs lead either directly or indirectly to commissions.

Men taking part in these programs will be enlisted in what is known as the enlisted reserve corps (E.R.C.) and, barring extreme exigencies of war, will not be called to active duty until from one to four years of college work have been completed, depending on the program chosen. No man in the E. R. C. is subject to the draft, although indications are mounting that men of 18 and 19 will be subject to call to active duty under selective service after election unless enlisted in the E. R. C.

Physical requirements for the various programs vary from the

comparatively simple standards of the army E. R. C. to the very strict standards of the naval air E. R. C. It is anticipated that students receiving training in critical occupations and who are not qualified for enlistment in any of these programs will be deferred until completion of their training, when they will be placed where needed by the War Man-power Commission.

Courses in mathematics and physics are required in certain of these programs. In others, no course requirements are specified, but in all programs mathematics and physics are urgently desired.

It is with no thought of "beating the draft" that this information is given you. The existence of the E. R. C. is brought to your attention simply to point out how you can best serve your country.

It will be hard work but it will pay you big dividends in increasing tremendously your value to the nation in this war which we are not now winning but must win in the end.

The latest information about each of these programs is available in my office, room 274. I will be glad to discuss with you your possibilities in the E. R. C. Telephone GL 4700, extension 34, University of Omaha.

J. E. WOODS,

Authorized Omaha University Representative of the Armed Forces.

Freshman Days Program Previews Uni Services

The freshman days program—September 8 to 12—is designed to give YOU a bird's-eye view of the many services offered at the University of Omaha and to help all new students through various entrance routines.

A general convocation will be held at 11 a. m. September 9 at which time Dean John W. Lucas will present a program which will summarize briefly several of the features to be found at the university.

Following the brief program in the auditorium, students will adjourn to meet with faculty department advisers as follows:

Business administration, room 382, R. B. Crane.

Education, room 377, Dr. L. O. Taylor.

Home economics, room 441, Miss Guenn Beeler.

Journalism, room 304, R. L. Mossholder.

Liberal arts, auditorium, Dean W. H. Thompson.

Pilot training, aeronautics, room 287, Dean C. W. Helmstadter.

Pre-engineering, room 289, William Durand.

Pre-legal, room 209, Dr. S. L. Witman.

Pre-med, nursing, laboratory technician, room 207, Dr. L. N. Garlough, Dr. Neil Ward.

Several tests are required of all freshmen. An aptitude test will be given Tuesday morning, September 8, at 8:30 o'clock; a reading test at 11:00 and an English test and theme at 2 p. m. The following test schedule has been arranged for September 9: 8:00 a. m., psychology examination; 1:00 p. m., a study habits inventory; 2 p. m., interest and personality analysis; 4 p. m., a foreign language test, which is to be taken only if the student wishes to be excused from a foreign language.

Indians Scrimmage



1942-43

CALENDAR

FIRST SEMESTER

Sept. 8-9—Freshman Days.
Sept. 9 to 12—Physical examinations.
Sept. 9, 11 a. m.—General Assembly; attendance required of all entering students.
Sept. 9, 1 p. m. to Sept. 10, 5 p. m.—Registration for upperclassmen.
Sept. 11-12—Registration for freshmen.
Sept. 14, 8 a. m.—Classes begin.
Sept. 14—Late registration.
Sept. 18—Last day for change in registration without charge.
Oct. 2—No change in registration hereafter.
Oct. 5-9—First quarter examinations.
Oct. 8—Founders' Day.
Oct. 16—Reception for new students and parents.
Nov. 2-6—Mid-semester examinations.
Nov. 11—Armistice Day; half-holiday.
Nov. 26-29—Thanksgiving recess.
Nov. 30, 8 a. m.—Classes resume.
Dec. 3-9—Third quarter examinations.
Dec. 22, 5 p. m.—Christmas vacation begins.
Jan. 4, 8 a. m.—Classes resume.
Jan. 11-15—Final examinations.

SECOND SEMESTER

Jan. 18-19—Registration for upperclassmen.
Jan. 20—Registration for freshmen.
Jan. 21—Classes begin.
Jan. 21—Late registration.
Jan. 27—Last day for change in registration without charge.
Feb. 10—No change in registration hereafter.
Feb. 15-19—First quarter examinations.
Mar. 15-19—Mid-semester examinations.
April 12-16—Third quarter examinations.
April 16, 5 p. m.—Spring vacation begins.
April 26, 8 a. m.—Classes resume.
April 30—Last day for seniors to take foreign language proficiency tests.
May 7—Maie Day.
May 17-21—Final Examinations.
May 23—Baccalaureate.
May 24—Commencement.

SUMMER SESSION, 1943

May 17-June 4—Intercession.
May 17-21—Registration.
May 24-Aug. 28—Fourteen weeks' session.
May 31—Memorial Day; holiday.
June 7-July 9—First five weeks' session.
July 5—Holiday.
July 12-Aug. 14—Second five weeks' session.

Night School Students Study Dress Designing



Omaha University Offers Training In More than 20 Major Fields

It isn't necessary to attend Harvard, Stanford or even one of the larger state universities to get the field of training you want today, says Miss Alice Smith, registrar of the University of Omaha. Your own municipal institution can give it to you.

Omaha university offers instruction in more than 16 major fields, including 175 different courses. Four-year degrees are offered in arts and sciences, business administration, nursing and education, along with pre-professional training in engineering, law, dentistry and medicine. Two-year programs leading to associate titles are available in arts and sciences, accounting, aeronautics, drafting and mechanics, education, engineering, home economics, journalism, marketing, assistant to physicians and dentists, recreation leadership and secretarial practice.

Among the fields of training offered at the University of Omaha are the following:

- Commercial arts
- Business management
- English and literature
- Social sciences
- History and government
- Chemistry
- Physics
- Military flight training
- Special war courses
- Speech
- Zoology
- Biology
- Philosophy and psychology
- Journalism

Announce Civil Service Exam for College Grads

Planned primarily to recruit college students who will be graduated in the summer session, the U. S. Civil Service Commission's "junior professional assistant" examination will be held soon. Applications must be filed with the commission in Washington by August 27. Announcements and applications may be obtained at the post office.

Federal positions paying \$2,000 a year, connected with important war activities, will be filled by those attaining an eligible rating.



Name Your Sport - We Have It

- Economics
- Education
- Engineering
- Music
- Painting and sculpturing
- Government-sponsored war courses
- Mathematics
- Humanities
- Home economics
- Foreign languages
- Aeronautics
- Industrial training
- Physical education
- Sociology

O.U. Alums Win Promotions in Armed Forces

On active duty in more than one hundred military bases, both land and sea forces, are several hundred young men who until recently were students at the University of Omaha.

Besides the many stationed in camps throughout the United States, these former students are serving the United Nations in England, Alaska, Australia, Hawaii, Puerto Rico, India, Iceland, the Canal Zone, Canada, the West Indies and several mid-ocean islands.

While the University does its best to keep track of these alumni, it is necessarily impossible to keep this information anywhere near "up to date." Still, of those whose ranks are known, more than half are commissioned officers. Among the O. U. men in the army, there are thirty-five second-lieutenants, three first-lieutenants and two captains. Of the thirty-two known "non-coms," fourteen are sergeants and four are corporals.

In the group now in the navy, the tendency for alums to be officers is even more pronounced. Twenty-one have notified the University of their ranks, and thirteen of these are ensigns, one is a lieutenant, junior grade. One of the remaining seven is a chief specialist, the others are midshipmen and petty officers.

Sixty-eight are known to be putting their college training to good use in the air services, fifty-three with the army and fifteen with the navy.

Uni in Hands of Capable Regents

This article introduces the nine men and women who are members of the University of Omaha board of regents. The facts presented in the following paragraphs show their qualifications as university directors.

W. Dale Clark

W. Dale Clark, president of the Omaha National bank, is beginning his third term as president of the board of regents. In the process of educating three children of his own, Mr. Clark has had first-hand opportunity of studying higher education at close range. With a broad experience in banking and the field of finance, and as director of several educational and public service institutions, his judgment has been most helpful in the management of the university.

Clark began his business career in 1908 as a bookkeeper in a bank in St. Joseph, Mo. He later was associated with banks in Tarkio, Mo., in Denver, Colo., and in Omaha. He has been a regent of Nebraska Wesleyan university in Lincoln, a trustee of Nebraska Methodist hospital here, director of the United States Chamber of Commerce, and a past president of the Omaha Chamber of Commerce. He is also a member of the Union Pacific board of directors. Clark became a member of the university board of regents in 1932.

A. D. Majors

Vice-president of the university regents (re-elected) is A. D. Majors, manager of Martin Brothers Co., livestock commission merchants, whose many years of business experience makes him a val-

uable member of the board. Majors has two daughters who received their degrees from Omaha university. He was instrumental in organizing the United States Livestock association and served as its first president, has been active in state and national livestock administration and for six years was chairman of the Omaha Livestock Exchange legislative committee.

For fifteen years he served as director of the Livestock Exchange, four years as president and vice-president, and has served as treasurer of the executive committee of the United States Livestock association. Majors, who is genuinely interested in Omaha's civic and educational development, is a past member of the school board, vice-chairman of the Omaha bridge commission, a member of the Omaha Chamber of Commerce and of Ak-sar-ben. He is director emeritus of the Nebraska Goodwill Industries.

Harry S. Byrne

Harry S. Byrne, owner of a general insurance agency and secretary of the board, has attended several universities. Byrne started his college program at Baltimore city college and received his bachelor degree at Johns Hopkins university in 1901. He then attended the University of Maryland and later the University of Omaha law school where he received his law degree.

His professional experience has been in banking and insurance. He was in the bonding business in Baltimore for a number of years before becoming associated with several leading grain and insurance

companies in the middle west. He has been president of the Omaha Surety Underwriters association, vice-president of the Omaha Association of Insurance Agents, president of the Omaha Fire Insurance Agents Exchange, and secretary and director since 1930 of the Omaha Food Roads association. Byrne is civilian aide to the secretary of war for the state of Nebraska. He has also been active in safety work and is president of the Safety Engineers club here, a past vice-president of the Omaha Safety Council and a past director of the Nebraska State Safety Council. He is a first vice-president of the local Red Cross and Office of Civilian Defense and a member of the group's speaker's bureau, and has been treasurer, a member of the board of directors and the executive committee of the Omaha Chamber of Commerce.

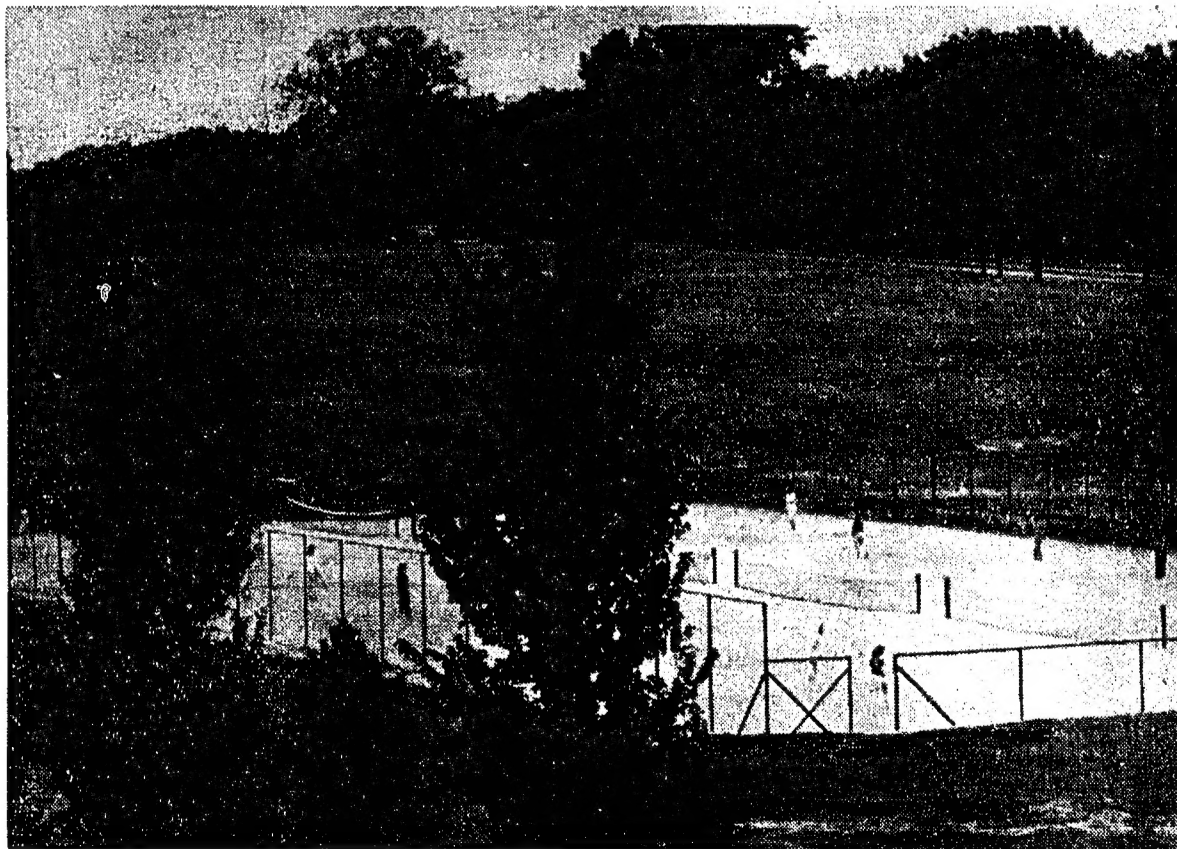
Mrs. Mary Bath

Mrs. Mary Bath, the only woman knows education from the teacher's, knows education from the teacher's the parent's and the regent's point of view. A graduate of Central high school and the University of Nebraska, Mrs. Bath later took post-graduate work at Bryn Mawr college where she specialized in Latin and Greek, and at Columbia university.

For nine years she was a teacher at Central high school. During World War one she served with the Red Cross in New York City and in France. After the war she worked for awhile in an insurance office. She has served two terms on the board of education. Mrs. Bath is a member of the American

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Tennis Courts are Kept in Daily Use by the Students



University Offers Bookstore, Health, Cafeteria Service

For the convenience of students and faculty, the university maintains a complete student health service, a bookstore and a cafeteria.

Almost as appealing as a novelty store, the student bookstore carries text books and school supplies for every need. These are sold for as little cost as possible. Everything from candy and fountain pens to dictionaries can be obtained here.

The bookstore also acts as a clearing house for selling used textbooks. A commission of 10 per cent is retained, the sale price being established by the owner. For bookstore hours, consult the Student Handbook that will be mailed to you within the next few days.

The university has one of the finest cafeterias in the city. Al-

though occasional guests are permitted, students are not encouraged to make this a practice. For students who desire to carry their lunches, booths and tables in the cafeteria are available, plus the availability of hot soup, coffee and milk. The cafeteria also accommodates special student and faculty dinners. See the Student Handbook.

Although the university health service provides up-to-date facilities for checking the health of students and faculty and for providing first aid in case of injuries and sickness, the staff does not provide medical treatment in cases requiring major medical attention.

Freshmen to be Eligible For Grid Varsity

As a wartime measure incoming freshmen will be eligible for varsity competition for the first time this year, according to Sed Hartman, head football coach. This ruling was made by the North-Central Athletic conference, of which

the university is a member, at its annual meeting this spring.

Four conference games are included in the 1942 schedule, along with two non-conference tilts. Regular daily practice begins September 7, but the locker room will be open September 1 for those who want extra conditioning.

Lettermen expected back this fall include linemen Len Graham, Alan Kidd, Dee McCartney, Darrell Mattson, Bob Dymacek, Murray Kitner, Bob Shrum and Roger Boulden, who may develop into an all-conference candidate at center. Backs returning are Jim Oglesby, Bill Pangle, Clarence Smith and Bob Moran.

The schedule:

- Oct. 3—South Dakota State, there.
- Oct. 10—Simpson, here.
- Oct. 16—Augustana, here.
- Oct. 24—Bradley Tech, there.
- Oct. 31—Morningside, there.
- Nov. 14—Iowa Teachers, here.

Home games are to be played at Benson stadium under the lights. Additional games may be added.

Board of Regents . . .

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Association of University Women, the Women's Overseas Service League and the League of Women Voters. She is serving her second year as a member of the board of regents.

Alfred H. Clarke

Alfred H. Clarke, another prominent businessman, has an enviable college background. Clarke received his bachelor of arts degree at Amherst college and his bachelor of science degree from the celebrated Massachusetts Institute of Technology.

His business and professional experience has been varied, starting first as a civil engineer and later with the Bemis Bro. Bag Co. of Boston as secretary, assistant to the chief engineer, superintendent, sales manager and since 1932 Omaha branch manager. Clarke has been president of the Omaha Industrial Development Corporation, past president of the Omaha Club and the Omaha Chamber of Commerce, a director of the Y.M.C.A. and an active worker in the Omaha Community Chest and other civic organizations.

Frank C. Heinisch

Frank C. Heinisch, who some months ago was appointed to fill J. L. Haugh's term on the board, has demonstrated his interest in the University of Omaha and in education in general. Heinisch attended both Creighton and the University of Omaha, and is a member of the Omaha Alumni association board of directors and one of its past presidents. He was a member of the committee which secured the legislation necessary for the establishment of the municipal university and later served on a committee which successfully campaigned for the school's one-mill levy. Again in 1936 he was chairman of the group which selected the university's present site.

Heinisch has been executive secretary and attorney of the Omaha Teachers Forum and in this capacity successfully completed a campaign resulting in salary boosts for all teachers and employees. He has been interested in Boy Scouts and religious organizations and has been president of various organizations for the youth of Omaha.

Morris E. Jacobs

Morris E. Jacobs of Bozell and Jacobs is a recognized expert in the field of advertising and selling. A graduate of the University of Missouri, Jacobs reached his goal the hard way, first as a news reporter and later as star reporter for several newspapers in the midwest.

War Program . . .

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and seven months, which in many cases will enable him to complete his college training before answering the call of his country.

To help students get the kind of training needed today by the armed forces, government and industry, the university has added instruction in specialized fields, including courses in production illustration, a short course supplanting blue print reading, war background courses in economics, engineering, history, science and foreign languages, pre-med training, nursing, training in shop and aeronautics, and commercial courses for civil service and private business.

Government Courses

A number of government financed courses in electronics, bomb loading, radio technicians, production planning, junior assembly inspectors, production illustration and tool and die engineering are also available. The university also offers training in airplane engines, aircraft and ship-building welding, etc. Further information on new war courses and industrial courses for men and women may be obtained from R. B. Crane, room 271 B, and Dean Helmstadter, room 284.

So that all students may be better developed physically, the university will this fall launch an expanded physical fitness program designed to provide each individual with the type of exercise and training that will best suit his needs.

In 1919 he toured Europe as the advertising representative of a large department store. Since that time he has devoted his business activities to the advertising field. His own advertising agency has offices in Indianapolis, Chicago, Houston, Shreveport and Omaha. Jacobs has been director of advertising for the Nebraska power company for twenty years, and is the author of many articles on advertising and the allied arts. He is vice-president of the Omaha Community Chest, secretary of the Omaha Defense Funds Inc., and a member of the American Legion finance and executive committees. He has served in various capacities in Omaha Chamber of Commerce, the Ak-sar-ben and other civic organizations.

T. F. Naughtin

T. F. Naughtin, president of the T. F. Naughtin Co., has for some time been interested in civic and educational activities of the city—particularly those associated with higher education. Naughtin has long been interested in football and outdoor athletics and is serving as chairman of the board's athletic committee. As the father of three children, he is also vitally concerned with the development of a sound educational program for Omaha.

Naughtin received his education at Omaha Central high school and the University of Nebraska. He began his business career as a salesman and for the last thirty years has been engaged in the baker's supply business. He is a past president of the Omaha Manufacturers association, the Omaha Sales Mangers association, the National Association of Bakers' Supply Houses and is a past director of the Omaha Chamber of Commerce.

Judge Arthur C. Thomsen

Judge Arthur C. Thomsen is well known in legal and educational circles here. He is a graduate of the University of Omaha Law school, a former instructor, secretary and dean of the school. Since his admission to the bar, Judge Thomsen has been affiliated with several well known law firms. In 1928 he became judge of the fourth judicial district.

He, too, has taken a lively interest in community affairs and he has been a board member of the Masonic Old People's Home, the Omaha Masonic Home for Boys, and the First Methodist church. He is a member of the Nebraska Association of District Judges, past secretary of the Omaha Bar association, member of the Nebraska State Bar association and a member of the board of directors of the Nebraska Goodwill Industries. He was also a member of the board of trustees of old Omaha university.

Societies . . .

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Day;" girls must sign a preference card by noon of that day if they wish to be pledged.

The fraternities' pledging is strictly informal, and contacts are usually made during the regular freshman registration days, which will be September 11 and 12 this year.

Besides the social organizations (five sororities and three fraternities), the University of Omaha has numerous honorary, service and professional interest fraternities and clubs, both national and local.

Alpha Sigma Lambda, Phi Sigma Phi and Theta Phi Delta are the social fraternities. The sororities are Gamma Sigma Omicron, Kappa Psi Delta, Phi Delta Psi, Pi Omega Pi and Sigma Chi Omicron.

Local chapters of national honorary societies are Pi Kappa Delta (debate), Sigma Tau Delta (English), Alpha Kappa Delta (sociology) and Kappa Tau Pi (religion). Local honorary societies include Gamma Pi Sigma (chemistry), Sigma Pi Phi (education), Kappa Mu Lambda (music) and Theta Alpha Psi (accounting).

Student clubs with professional interest are Pre-Med, French and Engineering.

Service organizations include the intersorority and interfraternity councils and Feathers, local chapter of Phi Sigma Chi.

The other service organization is the student council, which is the student-chosen government of the associated student body.

The Women's Athletic association offers an attractive, all-year program to girls who enjoy hiking, dancing, and out-door games.

Last year, the campus Y.M.C.A. and Y.W.C.A. groups on the campus "merged" to form the Student Christian association.

Men who win varsity letters are eligible for membership in the "O" club, which assists in handling the intercollegiate athletic program.

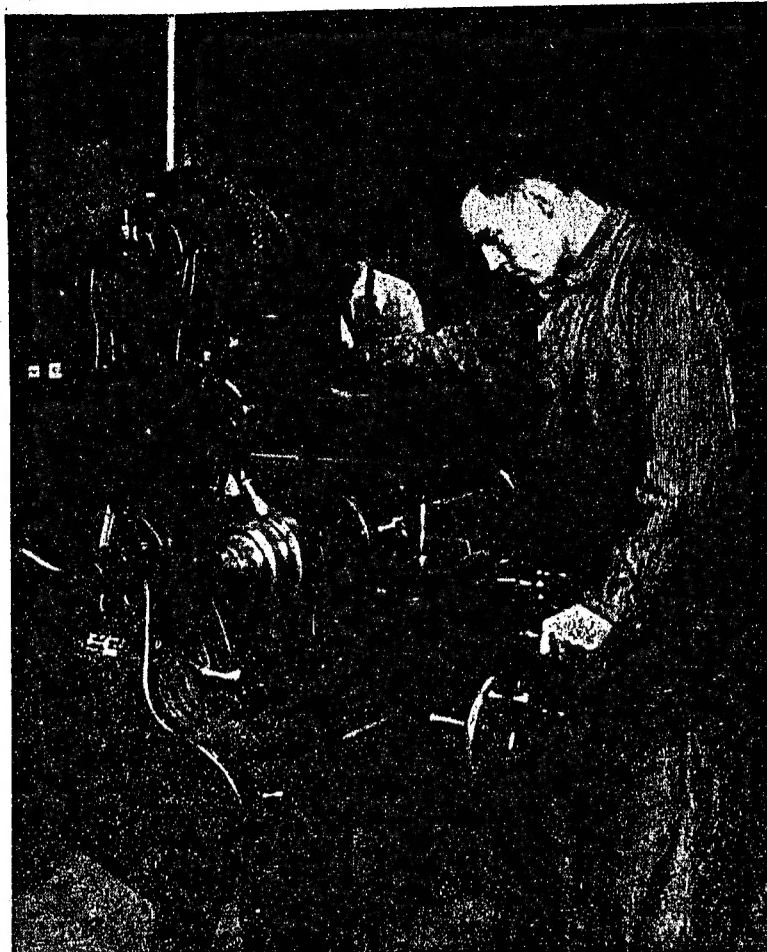
Student Jobs . . .

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employment must have definite financial need and good scholastic average. Early applications receive first consideration.

Many students are helped through the university by various scholarships, some of which, as the high school scholarships, are awarded by the University, while others are financed by endowments, such as the Delphian scholarship. Private organizations have loan funds for deserving students recommended by the university. Downtown offices also make available many part-time jobs for students.

More detailed information on student aid may be obtained at the guidance and placement office, room 274.



'Shop' Students Run Modern Machines

'Capable High School Grads Belong In College,' says Placement Director

"High school graduates — both men and women—who are capable of college work belong in college," says J. E. Woods, director of the University's guidance and placement service. Woods referred to a recent government bulletin:

"The armed forces will require trained men in unprecedented numbers for petty, non-commissioned and commissioned officers. College-trained men may reasonably anticipate promotion within all branches of the service commensurate with their ability and training."

Every male student capable of passing an R.O.T.C. physical examination should be in some deferred plan this year, Woods continued. "All four branches of the service are now included in these plans, and all need reserve officer material. Military heads accordingly prefer to have men with college ability going to college and studying mathematics and physics rather than enlisting. If students are qualified for air force duty, the government still recommends more college training in those same subjects.

"The government is depending on universities to supply it with trained men; the draft is sufficient for basic manpower needs," declared Woods. "One army official wanted colleges to make mathematics and physics required for all freshmen. Our first job is to win the war, and personal preferences as to vocation must be secondary. For capable students, going to college (until called into the service) is the most patriotic thing to do, although it may not seem the most 'glamorous'."

Woods recommends that freshmen enlist in army or navy (including marines and coast guard) reserve immediately after entering college. Those not physically fit for military service should get technical training for work in vital industries.

Although there is great need today for skilled workers, the high school graduate who has demonstrated his academic ability can be of greater service to his country by going on to college and preparing himself for the more technical and scientific fields.

Discussing the importance of college education for women, Woods again turned to the government bulletin mentioned above for this statement:

"Women are also urgently needed in ever increasing numbers to relieve men for combat service. They will be needed in the W. A. A. C., in technical and specialized fields in industry and government, and in managerial, administrative and professional capacities."

His office has had numerous calls lately for women trained for teaching, stenography, bookkeeping, accounting and nursing.

Journalism Expanded, Made New Department

Journalism has been made a new department at the University of Omaha.

In recognition of its place in the college program today, journalism has been taken from its former position in the English department and placed in a department of its own. The program has been expanded to include basic courses as well as training in specific fields.

Beginning this fall, students may register for a new two-year program in journalism. A two-year associate title will be awarded to those successfully completing the program.

Newspaper courses available are reporting and news writing, news editing, the country weekly, typography, marketing, advertising and photography.

Army-Navy Pilot Training Class Does 'Set-ups' on West Field

